

April Ontario Omnibus Survey Report

By:



For:



Ontario Sustainable Energy Association

representing the power of communities

April 2014

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METHODOLOGY & LOGISTICS

STUDY SAMPLE

- This report represents the findings from an April 2014 omnibus telephone survey of voting age residents (18 years of age or older) in Ontario.
- Interviews were conducted between the days of April 1st to April 7th 2014.

CONFIDENCE

- The margin of error for this 1,000-person survey is +/- 3.1%, 19/20 times

SURVEY METHOD

- The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.

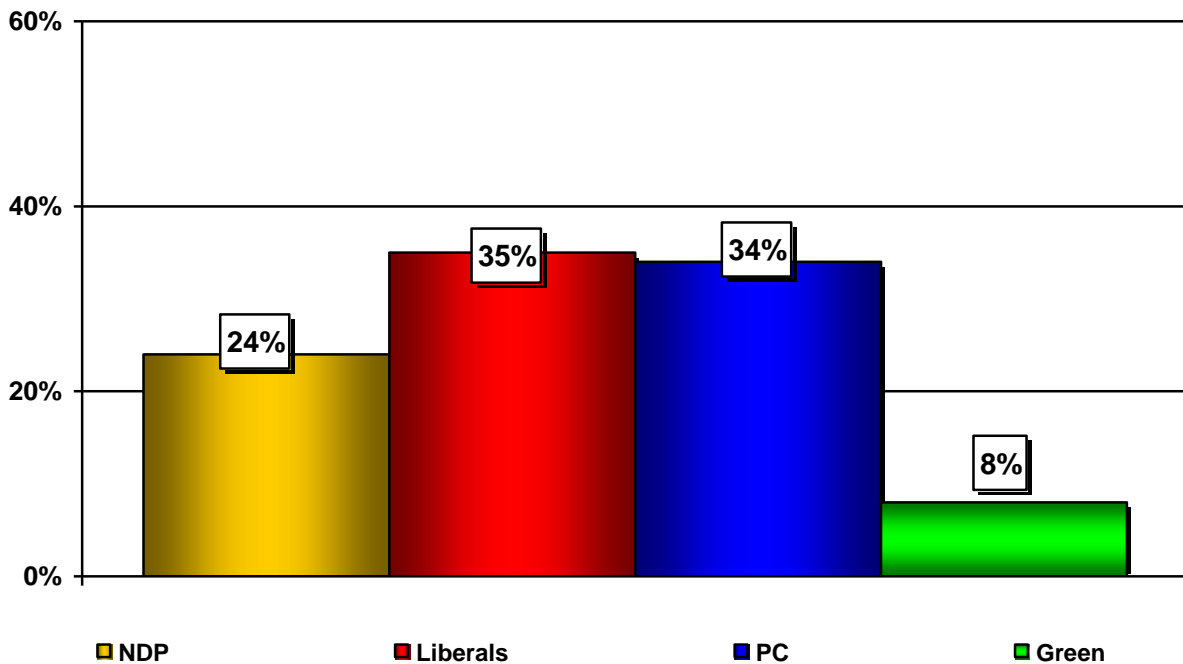
LOGISTICS

- Initial calls were made between the hours of 5 p.m. and 9 p.m. Subsequent callbacks of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 5 times (from 10 a.m. to 9 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact.

EXECUTIVE SUMMARY

Respondents were asked about their vote intent if a provincial Election were held in Ontario.

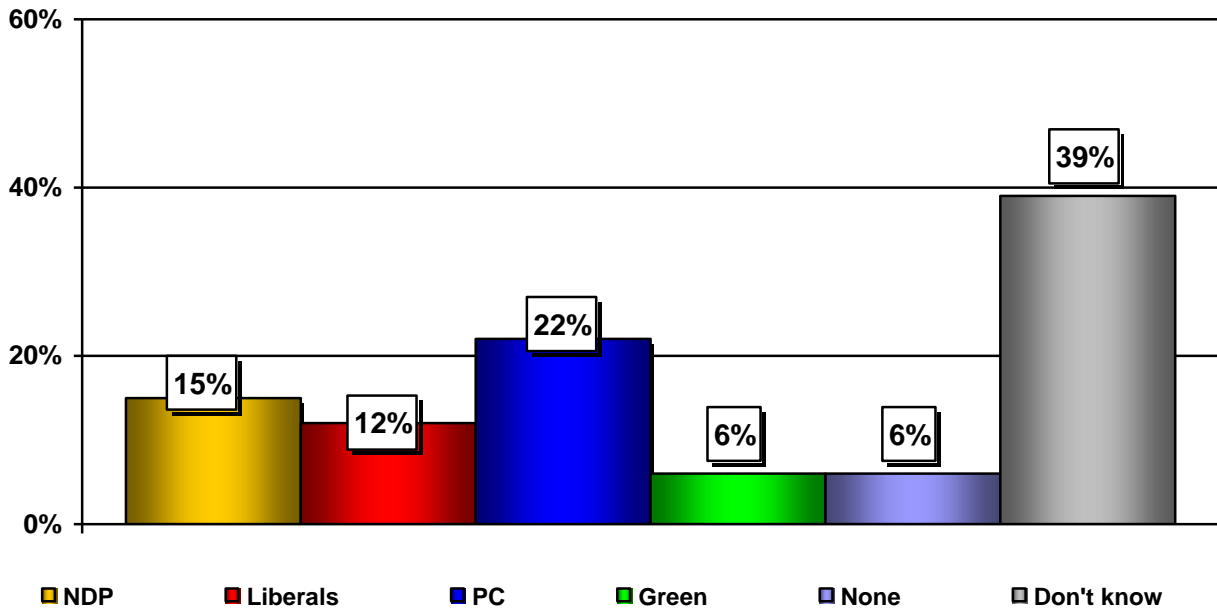
DECIDED VOTE INTENT – ONTARIO ELECTION



Currently the race to be the next governing Party in the province is a close one between the Liberals and PC's. The Liberal party has the backing of 35% of decided voters surveyed, while the PC Party closely follows with 34% support, followed by the New Democrats that trail with 24% and the Greens with 8%. A total of 31% of those interviewed were undecided as to which Party that they would vote for.

Respondents were then asked about what Party in Ontario they considered to be the **most committed to reducing electricity costs while ensuring a reliable source of supply.**

“All of Ontario’s political Parties are committed to reducing electricity costs while ensuring a reliable source of energy. Which Party do you most trust to deliver on this promise?”



A high number of Ontarians or 39% were unsure as to which Party that they considered to be the most committed and a further 6% said none of them. When reviewing the results from those with an opinion, the PC's were most named by 22%, while the NDP (15%) and Liberals (12%) came in at second and third spot respectively and only 6% cited the Green Party.

Respondents were questioned in an open ended question **what they considered to be the greatest concern as it related to energy in Ontario.** More than six in ten or 63% cited price or rising costs associated with energy, next followed by concern with blackouts or reliability (7%) and the need to conserve (4%).

Ontarians surveyed were asked to **rank five potential new power sources for Ontario in order of their priority or preference.** Respondents ranked each of the following sources starting with one being their most preferred through to five their least.

“Please rank in order of priority the following options for new power generation sources in Ontario?”

<i>RANK ORDER 1 MOST TO 5 LEAST READ & ROTATE</i>	<i>MEAN</i>
1. Solar	2.4
2. Wind	2.7
3. Natural Gas	2.8
4. Hydro-Electric	3.2
5. Nuclear	3.8

The above table shows the mean or average score for each power source and reveals that solar was the most preferred of all the five options with a mean score of 2.4. Wind and natural gas then follow with a mid range score of 2.7 and 2.8 respectively, next by hydro with a 3.2 score. The lowest ranked energy option was nuclear one with the lowest ranked mean score of 3.8.

Ranking results clearly reveal that solar is what voters see as the best option and nuclear the least, while the other three sources are bunched in the middle.

In a final series of questions related to energy, respondents were asked if they had a favorable or unfavorable opinion of the following power generation sources.

“Do you have a favourable or unfavorable opinion of the following options for new power generation sources in Ontario?”

<i>RANK ORDER 1 MOST TO 5 LEAST READ & ROTATE</i>	<i>% Favourable</i>
Solar	77%
Hydro-Electric	71%
Natural Gas	68%
Wind	59%
Nuclear	36%

Solar once gain is seen as most favorable by 77% and nuclear the least so with only a 36% favorability rating. Hydro-electric was second highest rated by 71%, next followed by natural gas (68%) and while wind still rated in majority territory it drops to 59%.